



HOW TOBACCO TAX STOPS DEATHS COUNTRY TAX TOOLSTAKE ACTIONUPDATES & NEWS



HOW TOBACCO TAX STOPS DEATHS

The World Health Organization target is to reduce tobacco use prevalence 30% by 2025. But in recent years (2010 to 2015), world smoking prevalence has reduced only slightly, from 22% to 21%. To meet the target, the world adult smoking prevalence rate will need to fall to 15% by 2025.

We are not yet close to meeting this target, but tobacco taxes can help enormously to achieve it. Put simply, significant tax hikes increase cigarette prices. With higher prices, cigarettes become less affordable, particularly for children and youth, and many smokers will buy less of them or, hopefully, stop buying them altogether. Higher prices also make cigarettes less accessible to children and teenagers. A 10% increase in price typically leads to a 4% to 8% decrease in overall consumption and more than a 2% decrease in the number of smokers. Tobacco kills more than half of its users from tobacco-attributable illnesses. More than 20% of tobacco-attributable deaths are from cancer. For lung cancer alone, more than 80% of deaths stem from tobacco use. Broadly speaking, the deaths of at least a third of smokers can be averted by tax and price interventions that lead them to quit smoking. To reach the WHO target, world average cigarette prices need to quadruple by 2025, requiring an average 7-fold excise tax increase. We believe that this scenario is attainable, but we need you to play an active role in convincing your government that this is possible and tremendously beneficial for public health.

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1 in 5

אחד מכל חמש נשים ימות בגלל סרטן

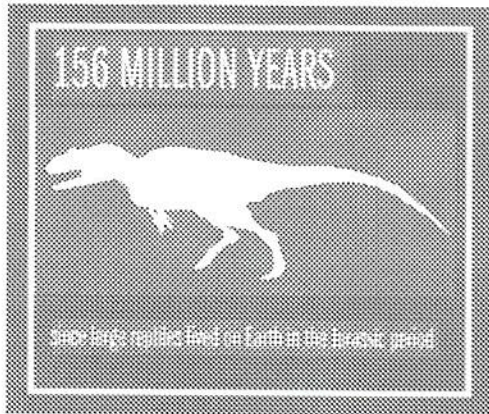


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כדי להשיג את המטרה של 15% עד 2025, עלינו להפחית את שכיחות הסיגרים ב-6 מיליון איש

PREVENT20 TOBACCO TAXES: IMPROVING HEALTH AND ECONOMIES

HOW TO REDUCE SMOKING PREVALENCE BY 30% GLOBALLY BY 2025



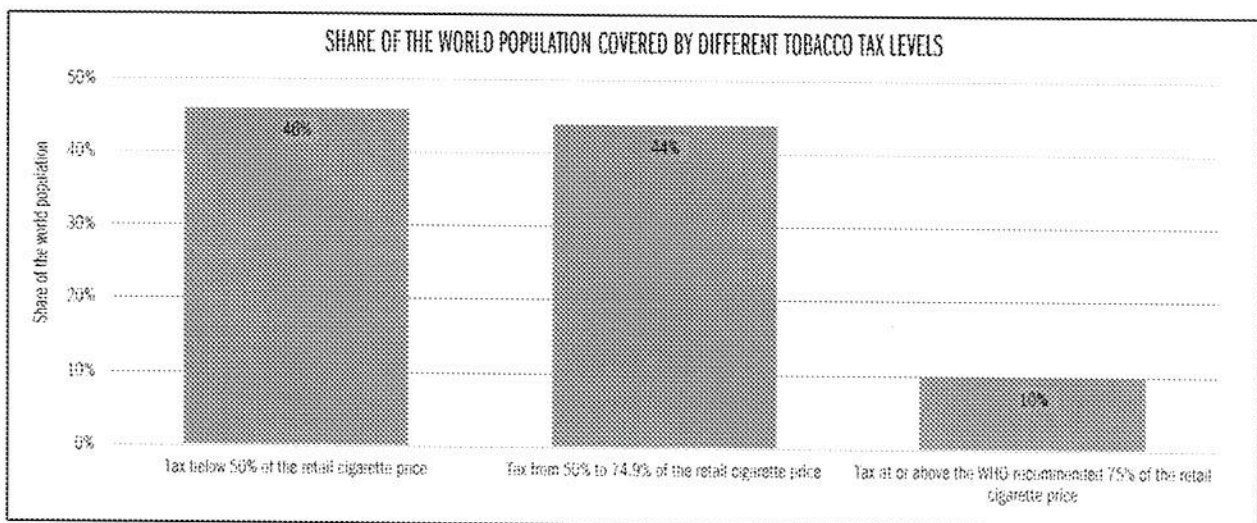
Since large reptiles lived on Earth in the Jurassic period.

Years of life lost due to tobacco smoking in 2015 alone.

IT ISN'T AN ASTEROID THIS TIME.

TOBACCO USE – THE LARGEST SOURCE OF CANCER DEATH AND SUFFERING WORLDWIDE – CAN BE STOPPED. CANCER GROUPS MUST TAKE UP THE CALL TO REDUCE TOBACCO SMOKING AND PREVENT CANCER THROUGH RAISING TOBACCO TAXES, THE SINGLE MOST EFFECTIVE INTERVENTION.

Each year, 1.93 million people die from cancers caused by tobacco smoking. This is more than 20% of all global cancer deaths. Because each of these deaths is completely avoidable, cancer organizations from around the world are coming together for the Prevent20 campaign to persuade governments to raise tobacco taxes. Tobacco tax increases are the most effective, yet the least utilized tobacco control measure.



Source: World Health Organization, WHO Report on the Global Tobacco Epidemic 2015.

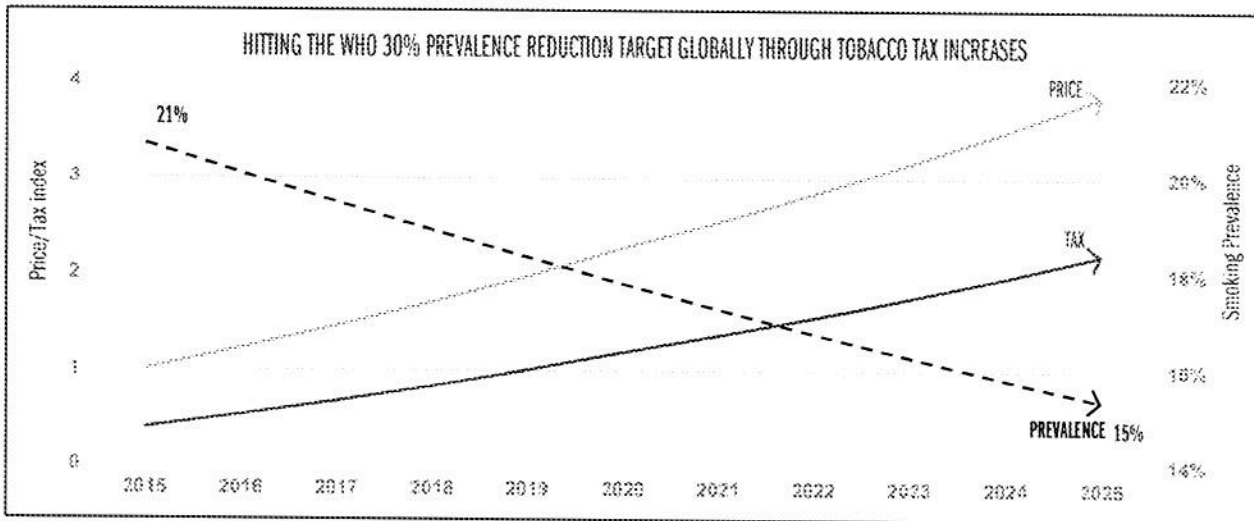
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COUNTRIES CAN ACHIEVE THE WORLD HEALTH ORGANIZATION TARGET OF A 30% RELATIVE REDUCTION IN SMOKING PREVALENCE BY 2025 BY RELYING ON TOBACCO TAX-INDUCED PRICE INCREASES.

The World Health Organization target is to reduce tobacco use prevalence 30% by 2025. In recent years, world smoking prevalence has reduced only slightly: from 22% in 2010, when the target was set, to 21% in 2015. To hit the target, the world adult smoking prevalence rate will need to fall to 15% by 2025. Following current trends, the world will not meet this target.

Tobacco taxes can help achieve this target. Significant tax hikes increase cigarette prices. With cigarettes becoming less affordable, many smokers buy less of them or they stop buying them altogether. To reach the WHO target, world average cigarette prices need to quadruple by 2025, requiring an average 7-fold excise tax increase. This scenario is attainable.



Source: ACS EHPH model based on the WHO data for 111 countries for which data was available

EFFECTS

- Hitting this target will result in at least 173 million fewer smokers by 2025 due to increased cessation and reduced initiation.
- This will lead to at least 38 million fewer deaths.
- Global tobacco tax revenue will increase on average by over 160% by 2025 to an estimated 0.8 trillion international dollars annually.

PREVENT 20

A global coalition of cancer groups is calling on governments to raise tobacco taxes, the single most effective tobacco control intervention. This movement is called Prevent20, in recognition of the more than 20% of all global cancer deaths that are attributable to tobacco use.

Prevent20 promotes tobacco taxes as a powerful solution for large-scale cancer prevention. It educates and activates cancer advocates to persuade their country governments to take up smart tax policy as a critical cancer prevention tool.

The Prevent20 team brings together a dynamic group of technical, advocacy and communications experts to offer tobacco taxation support and guidance to the cancer community as we unite together to Prevent20.

For more information, please contact Prevent20@cancer.org.